## Pizza Sales SQL Queries Presentation with Result

### Background:

Our pizza chain needs a detailed analysis of our sales performance. To do this, we require SQL queries that will extract and present key metrics from our sales database. This will help us understand our business performance, identify trends, and make informed decisions to improve our operations and profitability.

### Objective:

The objective of this project is to develop and present a set of SQL queries that will extract critical KPIs and trends related to our pizza sales. The results will provide valuable insights into our sales performance, helping us make data-driven decisions.

### Problem Statement 1: KPI Requirements

The queries should provide real-time insights into the following key performance indicators (KPIs):

\*\*Total Revenue\*\*: Calculate the total revenue generated from pizza sales.

\*\*Average Order Value\*\*: Determine the average value of each order.

\*\*Total Pizzas Sold\*\*: Count the total number of pizzas sold.

\*\*Total Orders\*\*: Count the total number of orders placed.

\*\*Average Pizzas Per Order\*\*: Calculate the average number of pizzas sold per order.

### Problem Statement 2: Trend and Distribution Requirements

1. \*\*Hourly Trend of Total Pizzas Sold\*\*: Extract data to display a Bar chart showing the total number of pizzas sold each hour.

2. \*\*Weekly Trend of Total Pizzas Sold\*\*: Extract data to display a line chart illustrating the weekly trend of total pizzas sold.

3. \*\*Percentage of Total Orders by Pizza Category\*\*: Extract data to present the distribution of total orders across different pizza categories using a donut chart.

4. \*\*Percentage of Sales by Pizza Size\*\*: Extract data to present the contribution of different pizza sizes to the total sales through a bar chart.

5. \*\*Top and Bottom Seller Analysis\*\*:

- \*\*Top 5 Best Seller Pizzas by Revenue\*\*: Identify the top 5 pizzas generating the highest revenue.

- \*\*Bottom 5 Best Seller Pizzas by Revenue\*\*: Identify the bottom 5 pizzas generating the lowest revenue.

- \*\*Top 5 Best Seller Pizzas by Total Quantity\*\*: Identify the top 5 pizzas sold in the highest quantities.

- \*\*Bottom 5 Best Seller Pizzas by Total Quantity\*\*: Identify the bottom 5 pizzas sold in the lowest quantities.

### Deliverables:

- SQL queries for each KPI and trend requirement.

- Presentation of the query results in charts and tables as specified.

- Analysis and insights derived from the data to support decision-making.

By completing this project, we aim to gain a comprehensive understanding of our pizza sales performance and uncover actionable insights to drive growth and efficiency.